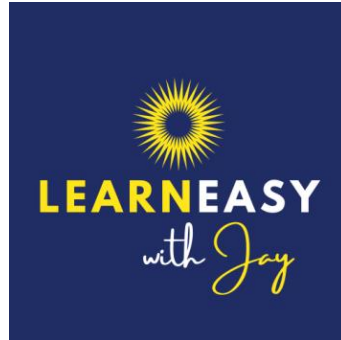


# ELECTIVE –IV: HOSPITALITY MANAGEMENT

## UNIT 2

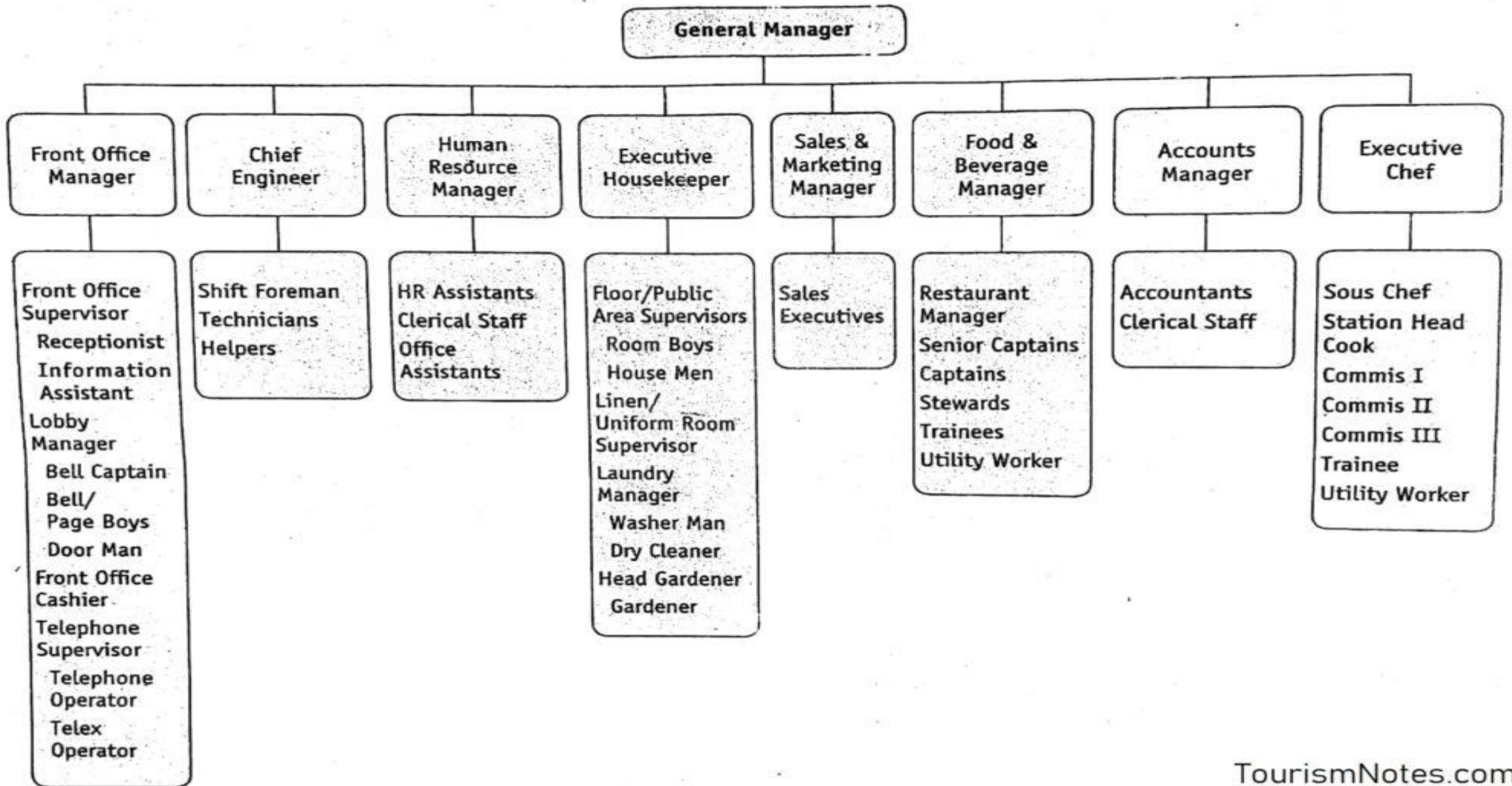
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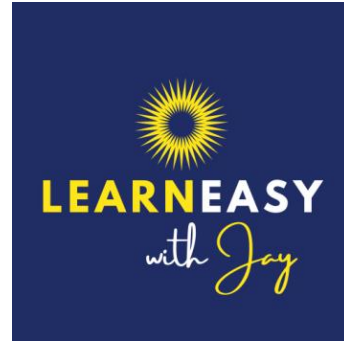
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# ORGANIZATION STRUCTURE OF A HOTEL

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# MAJOR DEPARTMENTS OF A HOTEL

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# 1) FRONT OFFICE:

The main function of this department is to give warm welcome to the guest. It helps to create good image in front of the guest. This is the first department where guest comes in contact with. It generates the **maximum revenue** for the hotel as it sells room to the guests. This also includes sub departments like reservation, Bell desk, and Information desk.





# FRONT OFFICE OPERATIONS

The front office functions:

- 1- Reservation
- 2- Registration
- 3- Room and Rate assignment
- 4- Guest service
- 5- Room status
- 6- Maintenance and Settlement of guest accounts
- 7- Creation of guest history records

The front office develops and maintains a comprehensive data base of guest information, coordinate guest service, and ensure guest satisfaction.



# WORK SHIFTS

The workload for the front office employees is 48-hour weekly in most hotels.

- Day shift            7 A.M. – 3 P.M.
- Evening shift        3 P.M. – 11 P.M.
- Night shift           11 P.M. – 7 A.M.



# FRONT OFFICE

Front office department include front desk, reservation, PBX, uniformed service, concierges.

Each of these area is important in create a positive experience for the guest of the hotel.

Each of these area create an environmental that will provide the highest level of guest services.





# FRONT DESK

Open 24 hours per day , 7 day in the week , and 365 days in the year. And this is the center of the hotel.

The place where the guest get the information, to get help, register most of their complains.

It is the front desk manager function which include check-in and check-out procedures.



# FRONT OFFICE OPERATIONS

There are four stage for guest cycle:

- 1- Pre-Arrival
- 2- Arrival
- 3- Occupancy
- 4- Departure

# PRE-ARRIVAL

- The guest chooses the hotel during the pre-arrival stage.
- There are many factors which can be affected on the choice of hotel:
  1. Previous experiences with the hotel.
  2. Advertisements.
  3. Company travel policy.
  4. Recommendation from travel agents.
  5. Friends.
  6. Business associates.
  7. The hotel's location or reputation.
  8. Frequent traveler programs.
  9. Preconceptions based upon the hotel's name or chain.
  10. Room rate.
  11. The guest decision may be influenced by the ease of making reservations.
  12. How the guest describes the hotel and its facilities.

# ARRIVAL STAGE

This stage include :

1. Registration.
2. Rooming functions.

The business relationship start from this stage between the guest and the hotel through the front office.

The responsibility of the front office staff's:

- 1- clarify the nature of the guest-hotel relationship.
- 2- monitor the financial transactions between the hotel and the guest.
- 3- the front office staff's should check the guest's reservation status before beginning pre-registration process.



# ARRIVAL STAGE

The front office agent must be familiar to sell successfully with:

1. The hotel room type
2. Rate
3. Guest service

Be able to describe them in a positive manner.

Gathering all the important information in detail at the time of reservation and registration enhances the front office ability to satisfy special guest needs.

At check out the guest registration record may become the primary data source for creating a guest history record (all the personal and financial information about the guest) which can help the hotel in the marketing and sales efforts

# OCCUPANCY STAGE

- Is the center of hotel activity
- Coordinating guest service is responsibility of the front desk among many services.
- The front desk staff should respond to requests in a timely and accurate way to maximize guest satisfaction.
- The major of front office objective to encourage repeat visits.
- Constructive communication between the front office and other department/divisions with the guest.
- the hotel must be aware about the complains in order to resolve it.
- The front office Should carefully attend to guest concerns and try seek a satisfactory resolution as quickly as possible.
- Security is another primary front office concern during occupancy stage.
- Variety of transactions during the occupancy stage affect guest and hotel financial accounts

# OCCUPANCY STAGE

- Room rate of the guest room is the largest single charge in the guest folio, and all the expenses can be charged to a guest account as service purchased from the hotel restaurant, room service department, telephone bill, transportation, gift shop, and other revenue outlets

# DEPARTURE

Guest service and guest account aspects of the guest cycle, and the final element of guest service is processing the guest out of the hotel and create a guest history file.

The settlement of guest account is the final element of guest accounting (that is bringing the account to a zero balance)

Check out:

1. The guest vacates the room
2. Receives an accurate statement of the settled account.
3. Returns the room keys
4. Leaves the hotel

The front office system automatically updates the room's availability status





# CONTD...

During check out the front office staff's should determine whether the guest was satisfied with the stay and encourage the guest to return to the hotel or the another property in the chain.

More information about the guest it can help the management to develop marketing strategies to increase business.

A positive impression about the hotel: it important to for the customers to leave the hotel with good impression and affect how they talk about the hotel to the others more over it can determining if the guest return to the hotel in the future or not.

Property management system: Use registration records to automatically construct a guest history file.

A guest history file: is a collection of guest history records

# CONTD...

The purpose of account settlement is Collect money due the hotel prior to guest departure, depending on the guest's credit arrangements. The guest will pay cash or by credit card.

Account balances should be verified and errors corrected before the guest leave the hotel

May be the problem occur in the guest account settlement for example when the charges are not posted to the guest's account until after the guest checks out. These charges are called **late charges**.

# DUTIES OF FRONT OFFICE PERSONNEL

We will examine the duties of each section in the front office:

1. The reservation office
2. Reception(the front desk)
3. Mail and information
4. Telephone
5. Guest relation offices
6. Front office cashier
7. Business centre
8. Night auditor



# FRONT OFFICE MANAGER

The duties of front office manager:

1. Supervise the department
2. Monitor guest service
3. assists the room division manager in compiling information for reports
4. Assists in the training of front office employees.
5. Prepares the daily payroll report, VIP room assignments and out of order rooms report.
6. Assists the RDM in the formulation and implementation of front office policies and procedures.
7. Prepare the weekly schedule of employees
8. Reviews and approves all room move and room rate changes
9. Handless guest complains and follows them up to reduce future complains
10. Assists the RDM in forecasting room availability to ensure that the optimal level of occupancy is attained .

# THE RESERVATION OFFICE

Staff in the reservation office include

The reservation manager

The reservation clerks

Duties of the reservation manager include:

1. The reservation manager will be in control of the section.
2. Organize the staff duty rotas
3. Establish and maintain high standards of work
4. Make decision, whether bookings should be accepted or not

Example: over booking

# RECEPTION(THE FRONT DESK)

The staff in the front desk section or (Reception) include:

1. The reception manager or front desk manager.
2. The reception supervisor or front desk supervisor.
3. Senior receptionists and receptionists or reception clerks\agents.

# RECEPTION(THE FRONT DESK)

In general the front desk controlled by the front desk manager

The duty of front desk manager to achieves the maximum revenue and highest level of room occupancy possible.

The responsibility of reception manager to monitor and motivate their staff and maintain a high profile with the guests.

This is helps to ensure that a quality service is being given by the front office department in particular and the hotel in general.

# RECEPTION(FRONT DESK)

The responsibilities of the reception supervisor :

1. Guarantee the smooth running of the front desk.
2. They organize the duty rotas.
3. Handle complains or difficult customers which a receptionist may not be able to deal with.
4. The duty of the front desk supervisor to notification and greeting of important guests (VIPs).



# RECEPTION(FRONT DESK)

The responsibilities of senior receptionist is:

1. The senior receptionist is in charge of each shift of staff.
2. The responsibilities of senior reception will assigning room to guests.
3. Dealing with group arrivals.
4. Handling guests' immediate problems or queries.

# RECEPTION(FRONT DESK)

The responsibilities of receptionists or front desk clerks\agent:

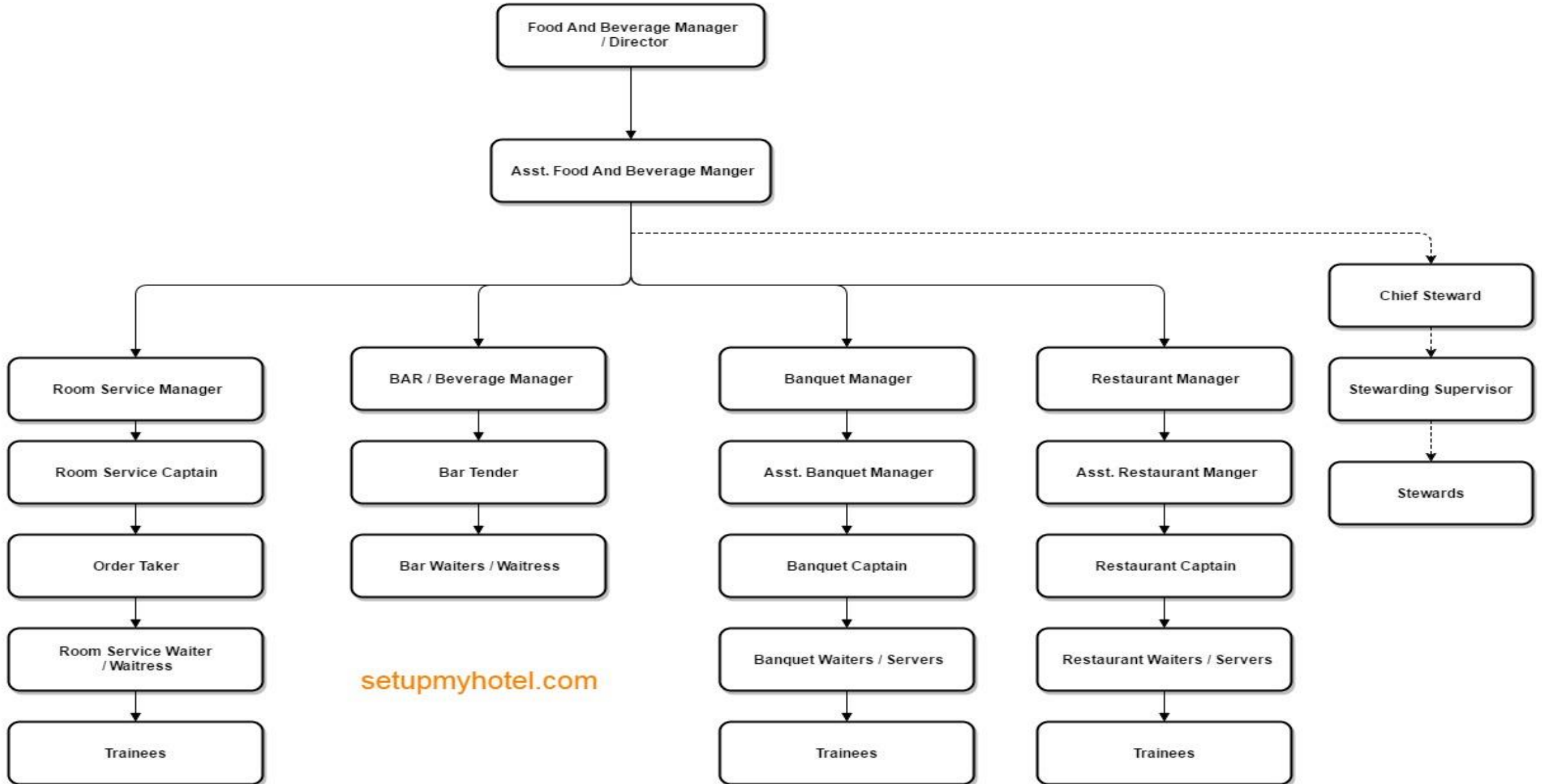
1. Prepare for the guests arrival
2. Greet the guests when they arrival
3. Check the guests into the hotel
4. Assign suitable rooms and check the guests method of payment
5. They keep a record of the status of each room in the hotel.

## 2) FOOD AND BEVERAGE SERVICE:

It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which creates good impression on the guest. There are several kind of food and beverage outlet like restaurants, Bars, Coffee shops, take away banquets etc. It is **second most revenue** producing department of the hotel.



# Food And Beverage Department Organization Chart



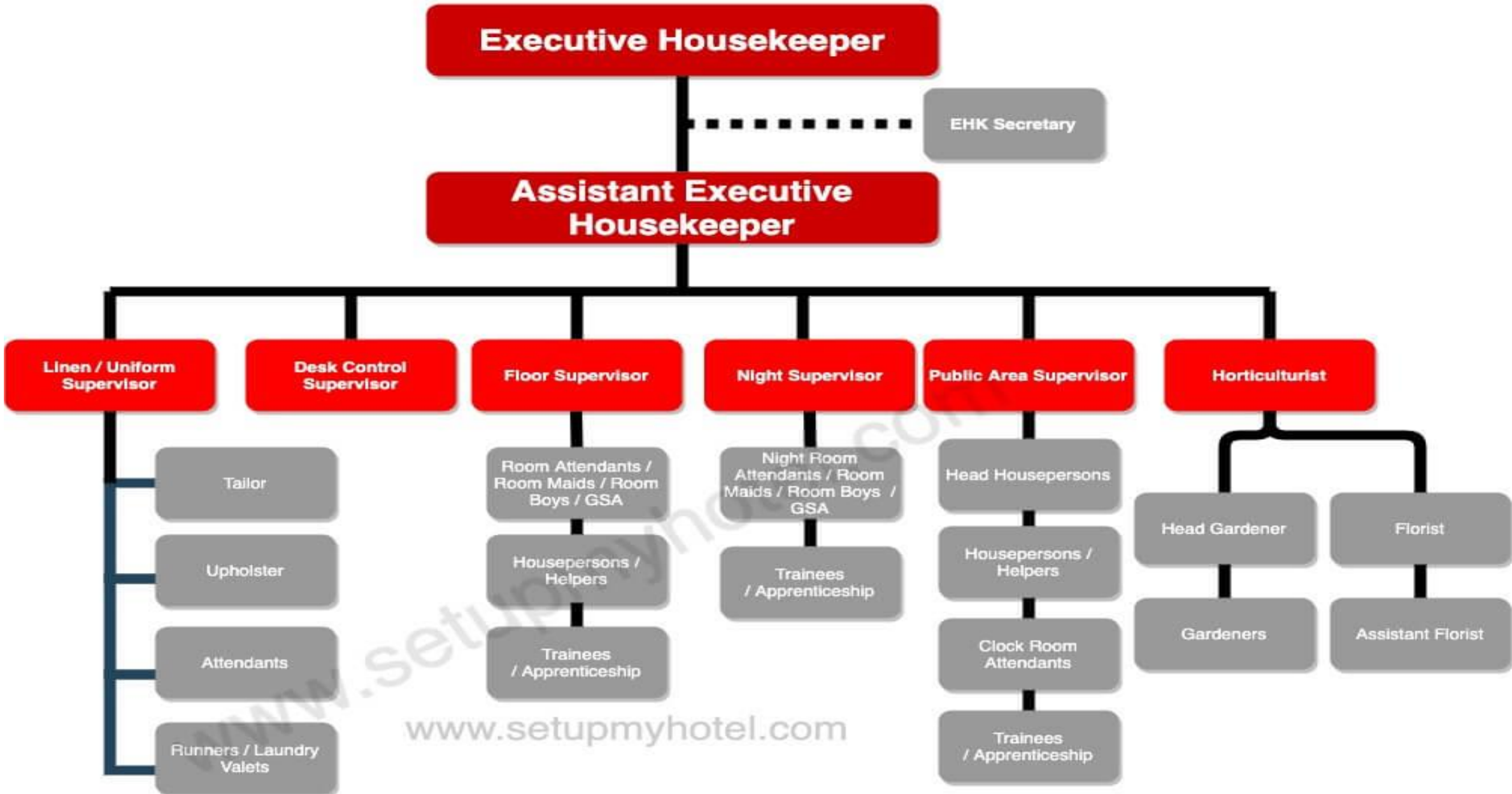
setupmyhotel.com

### 3) HOUSEKEEPING:

This department is responsible for cleaning and maintaining hotel premises which include public area, guest rooms, lobby, swimming pool area etc. It works for guest satisfaction through keeping the environment clean and hygiene. Horticulture is one of the most important features of housekeeping department which deals with different types of flower arrangement and maintaining the garden.



# Housekeeping Organizational Chart For Large / 5 Start Hotel

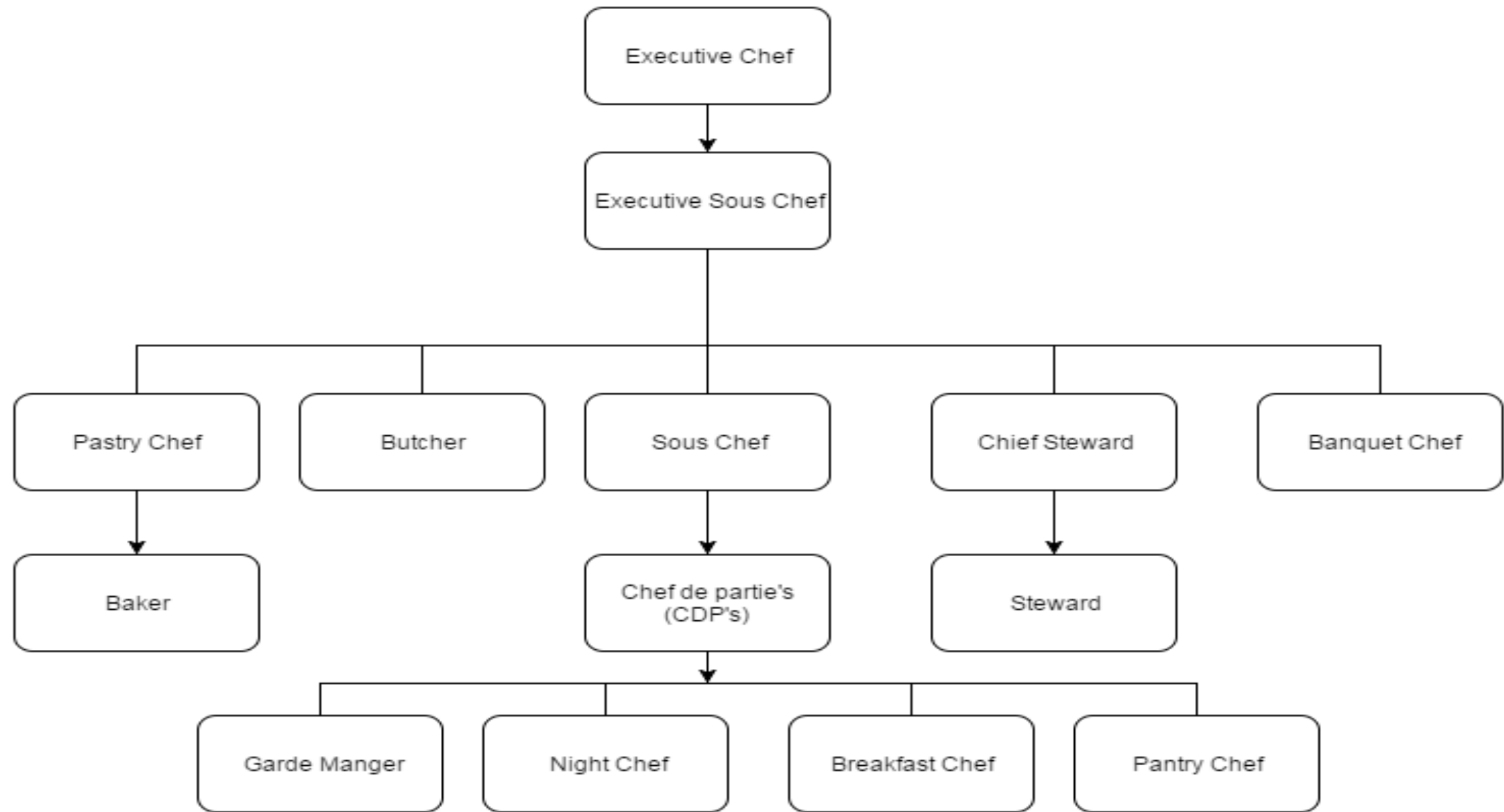


## 4) FOOD PRODUCTION & PATISSERIE

It is a department with deals with the preparation of different types of food items. It is not a visible department to the guest because it usually works in the back area. Different cuisine has their own kitchen and specialized chef to work on it according to their skills. Bakery departments comes under this which include preparation of desserts, breads etc



# Kitchen Organization Chart





## 5) MAINTENANCE & ENGINEERING

The **hotel engineering department** oversees all **hotel** maintenance issues. They are responsible for monitoring consumption of utilities, ensuring everything is up to code and meets regulations, developing a maintenance schedule, and keeping proper records of all routine and preventative maintenance

**Different types of maintenance generally followed in hotel industry include the following:**

- ROUTINE MAINTENANCE:
- PREVENTIVE MAINTENANCE:
- SCHEDULED MAINTENANCE:
- EMERGENCY AND BREAKDOWN MAINTENANCE:

## 6) ACCOUNTS

An **accounting department** provides **accounting** services and manages the finances of a company. Its responsibilities include recording **accounts**, paying bills, billing clients and customers, tracking assets and expenditures, managing payroll and keeping track of critical tax documents.

**There are five basic roles or functions within the department:**

**Accounts** receivable.

**Accounts** payable.

Payroll.

Financial controls.

Financial reporting.

# 7) HUMAN RESOURCES

The **human resource department** plays a major role in **Hotel** Industry in helping plan the system and in developing job description, job specification and performance standards. The **human resource department** is not involved in the actual writing of performance standards but play a diagnostic, training and monitoring role.

In simplest terms, the **HR** (Human Resources) **department** is a group who is responsible for managing the employee life cycle (i.e., recruiting, hiring, onboarding, training, and firing employees) and administering employee benefits.

## **The 5 Main Roles in HR**

- Talent Management.
- Compensation and Benefits.
- Training and Development.
- HR Compliance.
- Workplace Safety.



## 8) SECURITY

The security department of a hotel is organized like any other department. At the head of the department is the **director** of security, who is responsible for maintaining a safe environment for guests and employees.

Secures premises and personnel by patrolling property; monitoring surveillance equipment; inspecting buildings, equipment, and access points; permitting entry. Obtains help by sounding alarms. Prevents losses and damage by reporting irregularities; informing violators of policy and procedures; restraining trespassers.

**Security** in a **hotel**, or within the **hospitality** industry, is **important** because it's a **security** system in place to protect staff, guests and physical resources and assets. Physical assets such as equipment, appliances, buildings, guest belongings and even the **hotel** grounds.



## 9) SALES & MARKETING

A **Sales and marketing** manager in the **hotel** industry is responsible for maximizing a **hotel's** revenues by developing programmes to increase occupancy and make profitable use of its **accommodation**, meeting and leisure facilities.

The **Sales and marketing** team has a substantial influence on the profitability of the business.

**Marketing** functions include research and development, pricing, distribution, customer service, **sales** and communications. In its narrowest form, a **sales department** advises the **marketing department** based on its feedback with customers and focuses on customer contact to drive **sales**.

The **Sales and Marketing Manager's responsibilities** include generating unique **sales** plans, creating engaging advertisements, emails, and promotional literature, developing pricing strategies, and meeting **marketing** and **sales** human resource objectives

# 10) PURCHASES

Also known as a procurement **department** or a **purchase department**, the **purchasing department** support company operations as the primary buyer of goods and services in private sector companies, government agencies, educational institutions, or any other type of organization.

## **Functions include,**

Identifying requirements for goods, materials and services.

Identifying reliable suppliers.

Price negotiations.

Comparison of delivery terms.

Establishing order quantities.

Writing requests for bids and awarding supply contracts.

Coordinating delivery with the warehouse against storage capacities.



THANK YOU!

HAVE QUESTIONS?

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